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09/740,373	12/19/2000	Samuel N. Zellner	00383	4939

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Jonathan C. Parks, Esq.  
Kirkpatrick & Lockhart LLP  
Henry W. Oliver Bldg.  
535 Smithfield Street  
Pittsburgh, PA 15222-2312

EXAMINER

MILLER, BRANDON J

ART UNIT

PAPER NUMBER

2683

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Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/740,373

Applicant(s)

ZELLNER ET AL.

Examiner

Brandon J Miller

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☐ Responsive to communication(s) filed on \_\_\_\_.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

### Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 5.
- 4) ☐ Interview Summary (PTO-413) Paper No(s) \_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other:

## DETAILED ACTION

### *Claim Rejections - 35 USC § 103*

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-2, 5-11, 13-14, and 16-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hidary in view of Baker.

Regarding claim 1 Hidary teaches a method of sending an advertisement to a user operating a wireless communication device comprising receiving information about the identity of the user (see col. 3, lines 4-5). Hidary teaches searching a database containing a plurality of user specific advertisements; selecting one of the user-specific advertisements; and sending one of the user-specific advertisements to the wireless communication device (see col. 3, lines 4-29). Hidary does not teach sending a user-specific advertisement in the form of a TCP/IP (Transmission Control Protocol/Internet Protocol) message over a communication network. Baker teaches a TCP/IP (Transmission Control Protocol/Internet Protocol) connection over a communication network (see col. 6, lines 42-46). It would have been obvious to one of ordinary skill in the art at the time the invention was made to make the Hidary adapt to include sending a user-specific advertisement in the form of a TCP/IP (Transmission Control Protocol/Internet Protocol) message because this would allow for WEB based distribution of advertisements to wireless communication subscribers.

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Regarding claim 2 Baker teaches receiving information about a location of a user; accessing a database containing a plurality of user-specific preferences; identifying one or more preferences in a database that are associated with the user; selecting one of the user-specific advertisements based on one or more preferences in a database; and sending one of the user-specific advertisements in the form of the TCP/IP message to a wireless communication device without transmitting an indication of the location of the user therewith (see col. 2, lines 9-18 & 22-27, col. 6, lines 42-46, and col. 7, lines 62-67).

Regarding claim 5 Hidary teaches soliciting information from the user when the user subscribes for a service that provides one or more user-specific advertisements (see col. 3, lines 18-23).

Regarding claim 6 Hidary teaches receiving information about the identity of a user that is accomplished by gaining information from a message transmitted by a wireless communication device (see col. 2, lines 53-56 & 63-67 and col. 3, lines 1-5).

Regarding claim 7 Baker teaches information about the identity of a user includes information about a location of a user and wherein the one of the plurality of user-specific advertisements is sent to the wireless communication device without transmitting an indication of the location of the therewith (see col. 7, lines 12-20 & 64-67 and col. 8, lines 1-3).

Regarding claim 8 Baker teaches information about the identity of a user that excludes information about the location of the user (see col. 7, lines 62-67 and col. 8, lines 1-3).

Regarding claim 9 Hidary teaches accessing a database; and matching the identity of the user received in the information against each of a plurality of identities stored in a database to

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determine which of the plurality of user specific advertisements is associated with the user (see col. 3, lines 11-17 & 18-25 and col. 4, lines 22-25).

Regarding claim 10 Baker teaches an advertisement communication network that includes the Internet (see col. 6, lines 41-46).

Regarding claim 11 Baker teaches receiving information about the location of a user; accessing a database containing a plurality of location-specific preferences; identifying one or more location-specific preferences in a database that are associated with the location of a user; selecting one of the user-specific advertisements based on one or more location-specific preferences in a database; and sending one of a plurality of user-specific advertisements in the form of a TCP/IP message to a wireless communication device without transmitting an indication of the location of the user therewith (see col. 2, lines 14-27, col. 7, lines 12-20 & 64-67 and col. 8, lines 1-3).

Regarding claim 13 Hidary teaches a method of sending an advertisement to a user operating a wireless communication device comprising receiving information about the identity and location of a user (see col. 3, lines 4-7). Hidary teaches searching a database containing a plurality of user specific advertisements; selecting one of the user-specific advertisements based on one or more criteria pre-selected by a user; and sending one of the user-specific advertisements to the wireless communication device (see col. 3, lines 4-29). Hidary does not teach sending advertisements to a wireless communication device over a communication network without transmitting information about the location of the user. Baker teaches sending advertisements to a wireless communication device over a communication network without transmitting information about the location of the user (see col. 7, lines 62-67 and col. 8, lines 1-

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3). It would have been obvious to one of ordinary skill in the art at the time the invention was made to make the Hidary adapt to include sending advertisements to a wireless communication device over a communication network without transmitting information about the location of the user because this would allow for secure WEB based distribution of advertisements to wireless communication subscribers.

Regarding claim 14 Hidary teaches receiving information about the identity of a user that is accomplished by obtaining information from an information provider (see col. 2, lines 20-29 & 53-56 and col. 3, lines 4-7).

Regarding claim 16 Hidary teaches a device as recited in claim 14 and is rejected given the same reasoning as above.

Regarding claim 17 Hidary teaches receiving one or more criteria from a user; storing the one or more criteria received from the user in the database; and consulting the one or more criteria while selecting the one of the plurality of user-specific advertisements from a database (see col. 3, lines 5-23 and col. 4, lines 20-24).

Regarding claim 18 Hidary and Baker teach a device as recited in claim 13 except for allowing the user to unblock over the Internet the transmission of information about the location of a user. Baker does teach a user with the ability to turn off and on location information using a WEB page (see col. 4, lines 26-29 & 44-47). It would have been obvious to one of ordinary skill in the art at the time the invention was made to make the invention adapt to include allowing the user to unblock over the Internet the transmission of information about the location of a user because this would allow for direct communication between a WEB based advertisement distributor and a wireless subscriber.

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Regarding claim 19 Hidary and Baker teach a device as recited in claim 13 except for disclosing information about the location of a user to an emergency service provider when a user requests emergency help. Hidary does teach providing an emergency channel to an emergency service provider when a user requests emergency help (see col. 2, lines 57-62). It would have been obvious to one of ordinary skill in the art at the time the invention was made to make the invention adapt to include disclosing information about the location of a user to an emergency service provider when a user requests emergency help because this would allow for WEB based distribution of advertisements to bypassed during an emergency situation.

Regarding claim 20 Baker teaches a TCP/IP (Transmission Control Protocol/Internet Protocol) connection over a communication network used for WEB based distribution of advertisements to wireless communication subscribers (see col. 6, lines 42-46).

Claims 3-4, 12, and 15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hidary in view of Baker and Tajima.

Regarding claim 3 Baker and Hidary teach a device as recited in claim 2 except for receiving information about a user that includes obtaining information for a fee. Baker does teach receiving location and identity information that includes signing up for an advertisement distributor service (see col. 2, lines 9-18 & 56-60). Tajima teaches advertisement information that is transmitted for an advertisement fee (see col. 3, lines 64-67). It would have been obvious to one of ordinary skill in the art at the time the invention was made to make the invention adapt to include receiving information about a user that includes obtaining information for a fee because this would allow for subscriber information used in WEB based distribution of advertisements to be available at a charge.

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Regarding claim 4 Baker teaches a device as recited in claim 3 and is rejected given the same reasoning as above.

Regarding claim 12 Baker teaches a device as recited in claim 3 and is rejected given the same reasoning as above.

Regarding claim 15 Baker teaches a device as recited in claim 3 and is rejected given the same reasoning as above.

### *Conclusion*

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Rouhollahzadeh U.S. Patent 6,208,866 B1 discloses a system and method for location-based marketing to mobile stations within a cellular network.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Brandon J Miller whose telephone number is 703-305-4222. The examiner can normally be reached on Mon.-Fri. 8:00 am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, William Trost can be reached on 703-308-5318. The fax phone numbers for the organization where this application or proceeding is assigned are 703-872-9314 for regular communications and 703-872-9314 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.



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May 1, 2003

A handwritten signature in black ink, appearing to read 'W. Trost', with a long, sweeping horizontal stroke extending to the right.

WILLIAM TROST  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2600